

How to fire Conversion Pixels with JS (for button clicks)

Barometric conversion pixels are exported from the UI with the intention that they will be placed directly on the webpage they are tracking. This is usually done via a tag container (e.g. Floodlight tag) or by directly adding the pixel to the page's source code. However, there are times when there are certain actions inside one webpage that need to be tracked differently (usually buttons). This document helps explain how those actions can be tracked with the same pixels exported from the Barometric UI.

A typical conversion pixel from Barometric will look like this:

```
<!-- Barometric Conversion Pixel; Goal ID: 'buy_now_button' -->

```

In order to trigger this pixel on the button click, you will need to modify it with JavaScript, something like this:

```
<button id="buyNow" >Buy Now</button>
<script>
  var button = document.getElementById("buyNow"),
  button.onclick = function () {
    var evp = document.createElement('img');
    evp.height = 1;
    evp.width = 1;
    evp.style.display = "none";
    evp.src = 'https://trkn.us/pixel/conv/ppt=999;g=sale;gid=999;ord='
+ (new Date()).getTime()+parseInt((Math.random() * 10000000000000), 10);
    document.body.appendChild(evp);
  }
</script>
```